

WELL, GOOD OR NOT, IT'S A FINE IDEA

Todd-A.O. System Seen By Exhibs

The long-awaited first demonstration of the Todd-A. O. wide-screen process, in which Oklahoma! is being filmed, took place at MGM recently and its ability to provide the same impact on viewers as Cinerama was the major impression of those pres-

(Continued on Page 3)

NFB Secretary Is Pierre Juneau

Appointment of Pierre Juneau as Secretary to the National Film Board and Special Assistant to the Commissioner was announced by Dr. A. W. Trueman, Government Film Commissioner, in Ottawa last week. Juneau's appointment follows the

(Continued on Page 7)

Quebec Picture Pioneers Elect Fred E. Peters

Quebec district of the Canadian Picture Pioneers, at the annual meeting in Montreal, elected Fred E. Peters of Dominion Sound Equipment Limited president, made a joint award of Quebec Pioneer of the Year to Oscar A. Richards and Frank Makarios, and approved a golf tournament at the Lakeshore Golf & Country Club, Lachine, on September 23.

Peters was elected to succeed the retiring John Ganetacos during the business session at the Mount Royal Hotel and officially took office at the dinner that evening, at which he followed the former as toastmaster.

(Continued on Page 10)

Title Changed To 'Passion'

Passion is the final title for RKO's Cornel Wilde-Yvonne de Carlo starrer, known previously as Where the Wind Dies.

RUSS SAY DAYLIGHT PROJECTION IN DAILY OPERATION THERE

Daylight projection, an exhibition technique long talked about and one that may open new fields of interest in motion pictures, is a reality in the Soviet Union, according to an article, "Soviet Daylight Cinema," by R. I. Novitsky, an assistant professor or Political Economy, who invented the system he says is now in use in Leningrad, Moscow and other cities.

HONOR EDDIE ZORN ON RETIREMENT

Prominent citizens of Winnipeg joined members of the motion picture community at a testimonial dinner to Edward A. Zorn, Famous Players supervisor for the district made up of Manitoba, Saskatchewan and Alberta, which was held last week in the Marlborough Hotel.

Among those who made the trip from Toronto were John J. Fitzgibbons, CBE, president of Famous Players; R. W. Bolstad, vice-president of Famous Players; J. J. Fitzgibbons, Jr., head of Theatre Confections Limited; A. W. Perry, president and general manager of Empire-Universal Films; and Robert Eves, general manager of Famous Players' Western Division.

Zorn retired recently and was succeeded by John Ferguson, Winnipeg. He came to Canada 15 years ago from the Paramount USA theatre organization, parent body of FPCC.

A fuller account of the luncheon will be carried in the next edition.

The article appeared in a recent issue of VOKS Bulletin, published by the USSR Society for Cultural Relations with Foreign Countries.

Novitsky says he became interested in daylight projection in 1933, though he isn't a cinema specialist. A search through books taught him that there was

(Continued on Page 3)

Ont. Pic Pioneers Golf Tournament

Dan Krendel has been named chairman of the Canadian Motion Picture Golf Championships, which are to be sponsored for the third successive year by the Canadian Picture Pioneers, it was announced in Toronto last week by N. A. Taylor, president

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'Cheatin' Heart'

Cheatin' Heart, based on the life of Hank Williams, one of America's great song writers and folk singers, will be brought to the screen by MGM, with an all-star cast and Joe Pasternak producing.

FOX CINEMASCOPE DEMONSTRATIONS

A Hollywood audience of 500 industry workers and members of the press frequently applauded examples of photography made with the newest refinement of CinemaScope lenses at a demonstration by Twentieth Century-Fox in Hollywood. Stereophonic sound was contrasted with single-track sound at the showing of The Advancing Techniques of CinemaScope, which took place at the Chinese Theatre, and the audience was overwhelmingly in favor of the former.

Canadian exhibitors will have the opportunity of seeing the very same showing beginning next week, with Arthur Silverstone of New York, aide to Al Lichtman, Fox distribution chief, and Peter Myers, Canadian general manager, on hand in every city but Saint John. Gerry Chernoff, Quebec branch manager, and Sam Glasier, Canadian exploitation head, will join Reg March, Saint John manager, for the exhibition in that city, which will be open to the press and industry folk in the Maritime Provinces.

Color composition, sharpness of the image and clarity of distant outdoor scenes, one of them 26 miles away, drew spontaneous applause. Sequences from Broken Lance, Untamed, and Garden of Evil were screened and Darryl Zanuck was the narrator during the 75-minute session.

Delegates to the convention of the Theatre Owners of America saw a longer version at a special screening and leading figures among them were lavish in their praise of what they saw, both photographically and as theatre fare.

The Canadian showings begin at the University, Toronto on July 13. The places and dates after that are: Palace, Montreal, July 15; Paramount, Saint John, July 20; Capitol, Winnipeg, July 23; Capitol, Calgary, July 27; and the Capitol, Vancouver, July 29. All demonstrations begin at 10 a.m.

It is expected that exhibitors from communities surrounding the keys mentioned above will make the trip to what is a very

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Carl J. Lochnan Now NFB Internat'l Rep

Successor to Jim Beveridge as head of the National Film Board's London office is Carl J. Lochnan, chief of the International Distribution Program. Beveridge left some time ago to supervise the India film program of Shell Oil.

Lochnan, with the NFB since 1950, is an authority on Civil Service organization and recently returned from Turkey, where he spent four months on loan to the UN. He served with the RCN during World War II.

20TH CENTURY-FOX INCREASES C'SCOPE PRODUCTIONS TO 24

CinemaScope features produced by Twentieth Century-Fox in the next year will total 24, with the program costing \$55,000,000. First film, completed and awaiting release, will be Darryl Zanuck's The Egyptian. Among the added films are The Girl in the Red Velvet Swing, life story of Evelyn Nesbitt Thaw which will star Marilyn Monroe. There will be over 10,000 CinemaScope screens in America soon.



"NORTH TO EAST TO WEST TO SOUTH!
LISTEN TO THAT WORD-OF-MOUTH!

**'SEVEN BRIDES
FOR SEVEN BROTHERS'**
MUSICAL THAT TOPS ALL OTHERS!"

OH BROTHER! WHAT REVIEWS!

Read them! Keep them for your advance lobby!

"Excellent! M-G-M, always noted for its lavish sweep. Outstanding musical, rich in imagination and entertainment premiums to show CinemaScope to its fullest advantages. A boxoffice bull's-eye."
—MOTION PICTURE HERALD

"Delightful entertainment. It stands apart!"
—FILM DAILY

"Happy, entertaining musical with all the slickness of a Broadway show. A delightful package that word-of-mouth could talk into solid business at the boxoffice."
—VARIETY

"Lavish musical treat! Outstanding entertainment!" —MOTION PICTURE DAILY

"Top musical bound to slide into top place among the season's money-makers. It will bring raves and enthusiastic word-of-mouth." —SHOWMEN'S TRADE REVIEW

"Melody, mirth and magnitude head the long list of assets of this delightfully different filmusical."
—BOXOFFICE

"An M-G-M honey which will sweep the boards at the boxoffice. This socko film is proof indeed that M-G-M figures to stay right on top when it comes to big money-making film musicals. Nominated for Laurel Award."
—MOTION PICTURE EXHIBITOR

"A smash musical show. Three sequences in a row bring forth house-rocking applause. If you see this picture once, you're bound to want to see it again."
—HOLLYWOOD REPORTER

"On merit alone, it rates sturdy returns and can be sold almost without qualifications."
—DAILY VARIETY

"Hearty, happy, bountiful chunk of pure entertainment. Will have audiences permeated with good feeling. Sends them out with a smile." —FILM BULLETIN

"Ticket sales should be gloriously high at all situations, for this feature literally abounds in entertainment value."
—INDEPENDENT FILM JOURNAL

Watch for widely promoted M-G-M Records Album of tunes from the Sound Track. Variety calls it "a trailer for the picture 2 months ahead!"

**BOOKED
AT THE
MUSIC HALL!**

M-G-M presents in
CinemaScope

**"SEVEN BRIDES FOR
SEVEN BROTHERS"**

Starring

JANE POWELL HOWARD KEEL

with

**JEFF RICHARDS
RUSS TAMBLYN
TOMMY RALL**

Screen Play by

**ALBERT HACKETT & FRANCES GOORICH
and DOROTHY KINGSLEY**

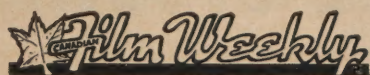
Based On the Story "The Sobbin' Women" by
Stephen Vincent Benet

Lyrics by **JOHNNY MERCER**

Music by **GENE de PAUL**
Choreography by **MICHAEL KIDD**

Color by **ANSCO**

Directed by **STANLEY DONEN**
Produced by **JACK CUMMINGS**



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TODD-A.O. SYSTEM

(Continued from Page 1)

ent. As with Cinerama, the demonstration opened with a roller coaster scene, then went on to the Madrid bull ring and the gondoliers and canals of Venice. Michael Todd and American Optical are behind Todd-A. O., for which the technical development was guided by the latter's Dr. Brian O'Brien.

The gain in cost over Cinerama is considerable, since many theatres need no alterations in auditorium seating to use the Todd-A. O. system. The projectors, now being manufactured in Holland for sale at about \$4,000, will handle standard 35 mm. film and the 65 mm. of the new process. Cinerama required three projectors and seats had to be removed to make room for them, whereas Todd-A. O. takes a single projector and eliminates the need to knit three images together.

During the second half of the 45-minute showing, tests of dance numbers made in experimenting for Oklahoma! were screened. The ability of the huge screen, almost identical in dimensions with that of the screen used for Cinerama, to portray intimate story drama was exhibited by a brief showing of part of the Smoke House sequence in the Rodgers-Hammerstein musical, with one character on the screen.

The bowl-shaped screen used in connection with Todd-A. O. was 51 feet wide and 25 feet high. Along the curve, which has a depth of 13 feet, the screen measured 60 feet.

Todd-A. O. is projected with a 2 to 1 ratio, compared with 2.55 to 1 projection of Cinema Scope.

The film used for the test run in the demonstration was 55 mm. which is three and a half times the area and two and a quarter times the width of standard 35 mm. film.

The scenes were photographed at 30 frames per second, instead of the normal 24 frames, in order to permit faster action.

Four lenses were used on the camera, ranging from the 128 degree wide-angle lens down through 37 degrees.

Russ Daylight Projection

(Continued from Page 1)

a great desire for it by teachers and in 1935 he "finally designed a device which has since come to be called the DKSN (Novitsky's daylight projection system)." It was tested that summer in a 500-seat outdoor theatre in a park and hardly any changes were needed.

The paper, sent to Canadian Film Weekly by Artkino Pictures (Canada) Limited, tells of some of the development and the reception of the system:

"Soviet illuminating engineers have provided theoretical substantiation of the possibility of obtaining satisfactory pictures on a screen no matter what the lighting conditions or which method of daylight projection is used.

"The problem of favorable adaptation of vision has also been solved. It has been observed that when the sun shines into the eyes of spectators at a sharp angle, reception of the visible picture becomes unsatisfactory. It was suggested that white semi-transparent curtains be hung up indoors, while out-of-doors the difficulty was resolved

by facing the seats north-east or east.

"Since the difference between the brightness of the screen and the surrounding light is only slight, daylight cinema is much less tiring. Spectators reported that visibility from both the front and back seats was much better than in the ordinary cinema, that the projected pictures seemed more distinct and stereoscopic and their color more natural.

"Some people feared that daylight would interfere with the artistic reception of the film. True, we are not accustomed to seeing films in the light. Nevertheless, spectators report that the sense of oddity is felt only the first time, and even then only for the first few minutes, after which the spectator simply forgets that he is watching a film in broad daylight rather than in darkness.

"Scientific institutes, higher educational institutions and schools have studied the advisability of showing films and lantern slides in daylight or artificial lighting in the classroom. In the Moscow Institute of Municipal Engineering adoption of daylight projection has increased the classroom demonstration of films, lantern slides and diagrams nearly fivefold. Now that tiresome preliminaries like drawing the blinds and so on are no longer involved, the screen has been converted into an ordinary visual aid, comparable with a drawing on the blackboard, except that it is much more accurate and much quicker. Moreover, instead of dealing with static images, students can now follow the actual development of whole processes.

"Daylight projection allows students to take notes and copy diagrams straight from the screen. The showings are held under normal lighting conditions, with fresh air pouring into the auditorium from the open windows."

'The Police Story'

Paula Raymond has checked into Allied Artists studio for one of the top roles in *The Police Story*, which stars Gary Merrill and Jan Sterling.

Trio Named by MGM

Tony Martin, Russ Tamblyn and Vic Damone will comprise the trio of gobs in love with three girls, Jane Powell, Ann Miller and Debbie Reynolds, in the MGM musical, *Hit the Deck*.

Katzman Signs Cugat

Columbia producer Sam Katzman has signed Xavier Cugat and his wife, singer Abbe Lane, to an exclusive contract calling for two starring pictures in 1954. Their first film will be *Chicago Syndicate*.

'SALT OF THE EARTH' OK

Executive of Local 173, Toronto IA boothmen's unit, decided not to follow the precedent of some USA locals and hinder the exhibition of *Salt of the Earth*, feature film made in Southwest USA by persons with alleged Communist connections and opinions.

A press screening was cancelled when the projectionist was advised to await a ruling from his local. Ontario censors had previously passed the film, which will open in September at the Variety Theatre.

DONALD M. GOVAN PASSES

One of Canada's first motion picture stage and set designers, Donald M. Govan, 66, passed away recently following a heart attack. A native of Tayvallich, Scotland, he apprenticed in cabinet making and antique furniture before coming to Canada in 1925.

Since joining the staff of Associated Screen News in 1931, Mr. Govan had been responsible for the building of many of the sets used in the production of Canadian Cameos, features and industrial motion pictures. He leaves one daughter, Mrs. John T. Skinner, and three sons, Fred, Donald and Duncan, all of Montreal.



DOUG PATTERSON, manager of the Bay Theatre, North Bay, recently sent me a copy of an editorial which appeared in the *Daily Nugget* of that city. It is headed: "Movie Industry Makes Comeback." It tells how our business has survived the body blow of TV and by way of new processes, better quality in story and technique and more color in films, is attracting 5,000,000 USA fans more a week than in 1952. The editorial is entirely upbeat and should have a healthy effect on film attendance in that city.

* * *

The Council of Motion Picture Organizations, with headquarters in New York, has been running a series of paid ads in *Editor & Publisher*, the magazine which is widely read by newspaper publishers all over the United States. These articles tell the story of the motion picture industry and its problems today and elicit sympathetic understanding from the newspapers.

It is claimed that in the recent campaign for the removal of the 20 per cent federal amusement tax in the United States, which ended so successfully for the theatres, these articles were very helpful in obtaining a good press. Subsequent articles have dealt with the movie code, the place of the theatre in community economy, with traditional friendship between newspapers and show people, the new techniques, double features and other matters on which it is good business to be understood by the newspapers. It represents money well spent by the industry and will probably be helpful in many ways not readily apparent at the moment.

* * *

In Canada we have no similar agency organized to help the industry in the same way. If we had, it might be very good business to send to other newspapers copies of the *Daily Nugget* editorial so as to encourage them to write similar articles. The sale of tickets at our boxoffices could certainly be helped by this sort of thing. A better understanding with our newspaper friends will secure for us a number of advantages which are important to the welfare of our business.

The organization in operation of such a medium costs money but the kind of money which is infinitesimal in comparison with the results which could be realized. No profit insurance has yet been devised for our business but this sort of thing comes very close.

SUMMER TIME IS CIRCUS TIME

CECIL B.

THE GREATEST ONE



**ACADEMY
AWARD
WINNER**

**BEST PICTURE
OF THE YEAR**



The circus is back... because

**available. Now is the time to date it and
schools closed, millions of youngsters an
choice in summer entertainment. Book**



AND IT'S PAY-OFF TIME WITH...

DEMILLE'S THE GREATEST SHOW ON EARTH

Color by
TECHNICOLOR



the greatest boxoffice show on earth is
campaign it for July and August. With
d their families will make it their first
it to repeat its never-equalled grosses!



PIONEERS' TOURNEY

(Continued from Page 1)

of that organization. Krendel, a somewhat youthful Pioneer who is a Famous Players executive, followed Taylor's announcement a few days later with one of his own—that the date will be August 12 and the place St. Andrew's Golf and Country Club. St. Andrew's, off Yonge Street at the Northern outskirts of Toronto, was the scene of both past Pioneers' tournaments, which were handled by Tom Daley as chairman.

Krendel predicted a record turnout of several hundred from various Ontario communities and possibly competitors from Quebec. Meanwhile he has appointed a lively group of co-chairmen for the handling of ticket sales, gathering of prizes and other tasks. These are Joe Bermac, Peerless Films; Al Perly, Biltmore Theatres; Irving Stern, Allied Artists; Tommy Knight, J. Arthur Rank Distributors (Canada) Limited; Ferguson Martin, Famous Players; Maurice Diamond, International Film Distributors; Ron Taylor, Twentieth Century Theatres; Max Chic, Canadian Moving Picture Digest; George Altman, Mavety Film Delivery; Andy Rouse, Theatre Confections Limited; Dawson Exley, Twentieth Century-Fox; and Cecil Black, Sovereign Films.

Last year the foursome for the N. A. Taylor trophy was won by Famous Players, with the IATSE team as the runner-up. Fred Cross of the IA won the Famous Players trophy for individual low gross in A Flight and Gurs-ton Allen of Premier Operating took the IA trophy for low gross in B flight. C Flight low gross and the Twentieth Century Theatres trophy went to C. Hughes and the Canadian Film Weekly trophy for individual low net, kicker's handicap with a sealed par of 72, was captured by George Altman.

Edward G. Robinson Cast

Edward G. Robinson will star in UA's Black Tuesday.

AA Sets Mathias For 'The Lone Hand'

Executive producer James L. Fallon of Mathlon Productions, Inc., now filming The Bob Mathias Story for Allied Artists, has purchased The Lone Hand, an original by Henry Morrison, as a second starring vehicle for Bob Mathias. It will be filmed under the Mathlon banner.

MANAGER WANTED

for London, Ontario, theatre. Experience and references necessary. Your confidence respected. Apply to

LISHA SARECK
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MAyfair 4273

News Notes

THEATRE CONSTRUCTION NEWS

Theatres opened recently include J. R. Hewitt's 300-car Elm-vale Drive-in in Elmvalle, Ontario; the 350-car Skylark Drive-in in Sault Ste. Marie, Ontario, owned by I. Bregman and J. L. Cohen; Sucha Singh & George Lane's 450-car Sun Down Drive-in near Kamloops, BC; Bertram Girouards drive-in near Chatham, NB; and I. S. Dufresne's 400-seat St. Martin in Fox River, Quebec.

Harry Howard and R. C. Steel are drawing up plans for a standard-type theatre in Kitimat, BC. The Alberta Government will build 3,000-seat auditoriums, costing about \$1,250,000 each, in Edmonton and Calgary as part of the celebrations for the province's 50th anniversary next year.

'GOODNESS GRACIOUS, GARNER'

In Saturday Night recently Hugh Garner, a well known Canadian writer, included this statement in an article on TV: "Let's face it, movies are a fast vanishing phase of folk entertainment, and the proprietors of neighborhood movie-houses are relying for nourishment on several generations of wadded gum stuck beneath seats, and the cindered residue from the waste pans of their pop-corn machines."

In the issue of June 26 Don Henshaw, who represents the Motion Picture Association of America in the Canadian Co-operation Project, makes Garner and the magazine look foolish in a reply headed "Good Gracious, Garner." Henshaw quotes Canadian Film Weekly records to show the increase in movie theatres in Canada during the period Garner wrote about, as well as the healthy financial reports of major film companies.

THEATRE POSTER'S WINNIPEG MOVE

Theatre Poster Service Limited, which recently acquired distribution rights in Canada for the Tushinsky Brothers Superscope lenses, has moved its Winnipeg office into a cement-and-stone building at 157 Rupert St. Purchase of the building was made necessary because of a fire in the premises it had occupied.

The fireproof building, which has a concrete room with a steel door for use as a film vault, is a half-block from both the Canadian Pacific and the Canadian National express companies.

Murray Sweigman, head of the company, said that the location and accommodation should be factors in providing even better service for its customers.

DEATH WAS AN ADDED ATTRACTION

A 36-year-old aerialist and stunt man, William Quovadis, who was billed as Don Quo Vadis, plunged to his death at the Paramount Auto-Vue Drive-in on Lougheed Road, near Vancouver, from 100 feet up while doing his act. A 25-foot pole above the screen snapped and the performer died in the hospital of a fractured skull. He did not appear to be fatally injured and spoke to those who reached him but lost consciousness on the way to the hospital.

The drive-in was filled to capacity for the debut of the first CinemaScope screen in a Canadian open-air theatre.

FITZ RE NEW TECHNIQUES

"We are constantly hearing of many new types of production and presentation of films," stated J. J. Fitzgibbons, president of Famous Players, in an enclosure accompanying the quarterly dividend cheque. "I'm sure they may be confusing to many of our shareholders but I can assure you that each one means another forward step in our industry and represents a new boxoffice potential."

Quoting Barney Balaban, Paramount president, that the Lawrence color TV tube is ready, Fitzgibbons said that Famous Players "has acquired the exclusive rights for Canada to licence the inventions of the Chromatic Television Laboratories, which include the Lawrence color tube."

USA PIONEERS ELECT NEW BOARD

At the annual meeting of the Motion Picture Pioneers and the Foundation of Motion Picture Pioneers, held in New York last week, the following board of directors was elected: Jack Alicoate, Barney Balaban, Harry Brandt, Jack Cohn, Sam Dembow, Jr., Ned Depinet, Gus Eyssell, Si Fabian, William German, Abel Green, William Heineman, Marvin Kirsch, John J. O'Connor, Bob O'Donnell, Martin Quigley, E. V. Richards, Jr., Sam Rinzler, Herman Robbins, Gradwell Sears, Ben Shlyen, Spyros Skouras, Harry J. Takiff, Joseph Vogel and Major Albert Warner.

Coronet Audio-Visual List Via Sovereign

Canadian distribution rights for the 650-picture library of Coronet Instructional Films, Chicago, leading producer in the audio-visual field, have been acquired by Sovereign Film Distributors Limited, it was announced in Toronto last week by T. A. Metcalf, general manager of the latter organization.

Coronet offers from 50 to 60 new films each year for the use of schools and industry, several from Crawley Films, Ottawa. Sovereign, which recognized the continuing growth of audio-visual methods by acquiring the franchise formerly in possession of Associated Screen News, also has Canadian television rights.

Rooney's Republic Film Starts Rolling

Shooting has started at Republic on the Mickey Rooney starrer, The Atomic Kid, with Leslie Martinson directing for Martin Duke, associate producer.

Heading the cast of the comedy are Elaine Davis (Mrs. Rooney), who makes her acting debut in the feminine lead, and Robert Strauss, Bill Goodwin, Whit Bissell, Hal March and Peter Leeds.

'Track Of The Cat'

Teresa Wright has joined Robert Mitchum, Diana Lynn and Tab Hunter in the cast of Track of the Cat, the Batjac Production for Warner Bros. The adventure drama is currently being filmed in CinemaScope on location.

MGM's 'Black Rock'

Robert Ryan has been signed by MGM to star with Spencer Tracy and John Sturges has been set to direct Bad Day at Black Rock, to be produced by Dore Schary. Ryan will portray the leader of a small southwestern town whose citizens have become fear-ridden in their efforts to hide a murder.

Canadian Actress In 'The Gabriel Horn'

Dianne Foster, Canadian-born actress, has been signed by the Hecht-Lancaster Organization for her most important screen role to date in The Gabriel Horn, Technicolor adventure drama of the early American frontier in which Burt Lancaster will star and which also will mark his debut as a director.

Miss Foster, who will be on loan-out from her home studio, Columbia, plays the role of the indentured servant, whose freedom is bought at a bitter price by Lancaster in the United Artists release, which is scheduled to go before the cameras on August 15.

PIERRE JUNEAU

(Continued from Page 1)

decision by Ian MacNeill to devote himself entirely to the production phase of Film Board work. Before joining the NFB in 1951 as Secretary to the Board, MacNeill was for several years prominent in the Canadian newspaper and magazine fields.

As Secretary Juneau, 32, will serve the Board's governing body of nine, meeting every three months, and, as special assistant, will be filling the post of French Adviser, formerly a separate position.

As such he will advise the Commissioner on production and distribution of films in French in Canada and abroad and advise the Commissioner and film directors on social, economic, cultural and religious aspects of French-speaking Canada. He will also consult with leaders in federal and provincial groups, the universities and other organizations on behalf of the Board.

Juneau, a Montrealer, joined the National Film Board in 1949 and since has been district representative and assistant regional supervisor in Montreal, chief of the international division in Ottawa and until recently served for two years as assistant UK and European representative in London. Juneau graduated from the College Sainte Marie in Montreal and received the degree of License en Lettres from the Institut Catholique of the Sorbonne, Paris.

Before joining the Board, Juneau was national director of the Canadian branch of the Jeunesse Etudiante Catholique, an international student movement. He is married and has two children.

UA's 'Tiger And The Flame'

United Artists has acquired for release the India-produced film, *The Tiger and the Flame*.

Rudy Mate To Direct

Rudy Mate, topflight director, will handle the reins on Pine-Thomas' *Blue Horizons*, action drama of the Lewis and Clark expedition, for Paramount.

Eddie Foy Biography Next For Bob Hope

Eddie Foy and the Seven Little Foys will be Bob Hope's next starring picture, it was announced by Paramount following conferences with the many persons who will be concerned in bringing to the screen the biography of the late, great vaudevillian. Jack Rose will produce and Melville Shavelson will direct from their co-authored screenplay.

The film will be Hope's first biographical role and, as such, will be a definite departure from his past parts. It will be filmed in VistaVision and Technicolor,



Friends of the Motion Picture Art in Canada

This photograph was taken during the recent annual meeting of the Canadian Film Institute in Ottawa. Standing, left to right, are Ian McNeill, former secretary of the National Film Board and former chairman of the CFI's Film Societies Division; James A. Cowan, president of the CFI; and Gaudry Delisle, director of Visual Education, Quebec Department of Education, and CFI vice-president. Sitting are Dr. F. J. Alcock, chief curator, National Museum of Canada and Mrs. Frances Flaherty, widow of the great documentary producer, Robert Flaherty. Mrs. Flaherty was present in connection with the Robert Flaherty Festival held during the meeting.

MGM Buys Story For Esther Williams

Don't Go Near the Water, an original story by Leonard Spigelglass, has been purchased by MGM as a starring vehicle for Esther Williams. In the romantic comedy with both American and Continental backgrounds, Miss Williams will portray a girl working at an Arizona rest home

who becomes involved with a jaded and jittery European actress who, upon being restored to health by Miss Williams, insists that she accompany her to Europe.

Signed For 'Track Of The Cat'

Diana Lynn and Tab Hunter have been signed by Warners to star with Robert Mitchum in *Track of the Cat*.

DRIVE-IN THEATRE STATISTICS

Year	No.	Car Cap.	Admissions	Receipts
1953	182	—No figures	issued yet for this year—	
1952	104	50,497	8,379,586	\$4,409,426
1951	82	40,520	6,554,572	3,347,670
1950	60	31,523	4,943,000	2,290,679
1949	30	15,924	3,019,314	1,393,760
1948	15	9,975	1,595,947	658,641
1947	7	5,438	670,583	274,325
1946	3	—No figures were given for this year—		

1952 DRIVE-IN STATISTICS BY PROVINCES

Province	No.	Car Cap.	Seat Cap.	Admissions	Receipts
PEI	2	*	*	*	*
NS	3	*	*	*	*
NB	4	1,195	310	154,776	\$ 78,894
ONT.	52	27,573	100	4,196,492	2,228,257
MAN.	7	4,521	—	647,115	333,330
SASK.	13	4,269	150	722,661	377,097
ALTA.	8	3,945	225	1,129,440	619,448
BC	15	6,104	524	1,377,899	688,408
TOTALS	104	50,497	1,309	8,379,586	\$4,409,426

NOTE: * indicates figures are withheld to avoid disclosing individual operations but these are included in the totals.

Two provinces did not have drive-ins—Quebec and Newfoundland. The former has none because they are banned by provincial legislation.

Amusement Taxes collected on drive-in admissions were \$57,702 in 1947; \$131,124 in 1948; \$245,094 in 1949; \$300,028 in 1950; \$406,611 in 1951; and \$540,390 in 1952.

Information used here is from the Dominion Bureau of Statistics, with the exception of the 1953 total.

Double Features Boost Business

Double features, where they are customary, mean better business at the boxoffice, says the fourteenth of a series of advertisement of the USA Council of Motion Picture Organizations, Inc. published in *Editor & Publisher*. Headed "Those Doggone Double-Features!", the advertisement points out that many persons within and without the industry do not like them but that theatres, which had tried experimentally to eliminate them, experienced a sharp falling off in gross and were compelled to restore them.

"In areas where double features never got started the theatres get along very well without them," the ad says. "Offhand, we'd say that about 65 per cent of the country is now double-feature territory."

The ad calls attention to the "double feature" problem of other enterprises such as newspapers, which are called upon constantly to promote more and more comic pages, baseball with its double-headers and department stores with their bargain basements.

"Apparently the great mass public to which the movie theatre must cater has much leisure," the ad continues. "Three and four hour shows help to fill in time spent in comfortable surroundings at a low cost."

"Frankly, our friends (and yours) are against double features," the ad asserts. "Nobody at the country club has a good word for them. This articulate minority is sometimes deceiving."

The ad carries the following postscript: "You'd be surprised how many people love the second feature!"

'Tall Man Riding'

Dorothy Malone and Peggy Castle have been set as feminine leads to Randolph Scott in Warner Bros.' *Tall Man Riding*. Lesley Selander is directing with David Weisbart producing.

Hitchcock Set For 'Trouble With Harry'

The *Trouble with Harry*, popular and exciting novel by J. Trevor Story, has been set by Paramount for Alfred Hitchcock, long recognized as Hollywood's master of suspense, to produce and direct.

Hitchcock will start the production this fall. John Michael Hayes, sensational young writer who prepared the scripts for Hitchcock's last two pictures at Paramount, is already at work on the screenplay. It concerns a little boy who finds a dead body and thus causes chaos.

ONLY A GANGSTER KILLER KNEW THE SECRET

HERBERT J. YATES

DOROTHY
STEPHEN

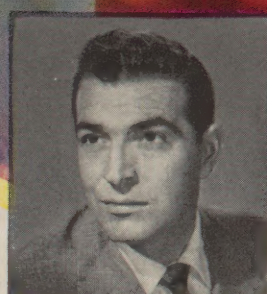
in

Make Head
to



DOROTHY McGUIRE

as Chris... beautiful, fear-ridden, in a mental fog, terrified by a man out of her past.



STEPHEN McNALLY

as Steve... a gangster killer, more deadly because he can be charming.



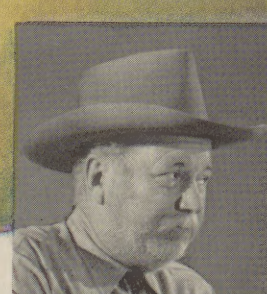
MARY MURPHY

as Randy... lovable, wholesome, in love with love and a wonderful world.



JOHN HOWARD

as Josh... a young archaeologist, his love for Chris has come too late to help her.



EDGAR BUCHANAN

as Sheriff Lafe... last of the old Western breed.

OF HER PAST!

presents

**McGUIRE
McNALLY**

**ste
Live**

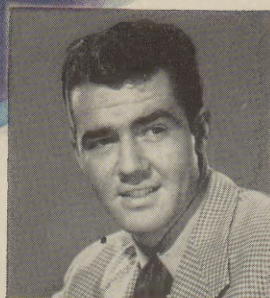
with

MARY MURPHY • EDGAR BUCHANAN

Screen Play by **WARREN DUFF** • Based on the Novel by **THE GORDONS**

Associate Producer-Director **WILLIAM SEITER**

A REPUBLIC PICTURE



RON HAGERTHY

as Hack...an engaging young
Westerner, overwhelmingly in
love with Randy.

Printed in U.S.A.

FOX CINEMASCOPE

(Continued from Page 1)

important event in the motion picture industry.

Writing in the New York Times of the Hollywood demonstration, Thomas M. Pryor, its correspondent, reported:

"The new CinemaScope lenses result in photography of superior quality—as different as night and day in comparison with the texture of 'The Robe' and other films made with the early anamorphic lenses. The new picture—The Egyptian is the first to be shot in entirety with the refined lenses—looks infinitely sharper, has more depth of focus and does not fade out at the ends."

Wyer's Next at Paramount

William Wyer's last film at Paramount will be The Desperate Hours. He is reported to have signed a new contract with Allied Artists.

News Clips

This Is Cinerama in Detroit recently ran an Ontario Day. Now in its second year in the Music Hall, it has been seen by more than 850,000 persons . . . George Forhan, 28, is now manager of the Capitol, Welland, Ontario . . . Cost to date of the Quebec City TV station, of which Famous Players is half owner, is \$700,000. Due to open any day, it will have a staff of 28. It is known as Television de Quebec (Canada) Ltée. . . Work has begun on a \$200,000 renovation of Famous Players' Tivoli, Hamilton . . . A 2,000-car drive-in, the world's largest, opened at Westbury, Long Island, last week. Standard image will be 93 feet wide and 53 feet high, while CinemaScope will cover an area 124 feet wide and 56 feet high. The screen is 50 feet larger than that of the Music Hall, NY.

Daily Times-Gazette, Oshawa, quoting the Ontario censor's annual report, editorializes under this heading: "Film Pre-Occupation With Sex." One paragraph says: "The motion picture obsession with sex has so trained the public to expect romance that we were afraid during the showing of Everest that it would have been the duty of the mountaineers to kiss an abominable snowman for the camera and we were relieved they met none" . . . Walter O'Hearn of The Montreal Star got a column out of that blast at Hollywood by the correspondent of Filmindia, Ram Bagai, who contends that films treat Hindus as colonials. "How much chutney does Hollywood have to spread on the bread to please Ram Bagai?" he asks in conclusion.

Short Throws

JOHN A. SHUFF, Akron, Ohio, has succeeded the late Roger M. Kennedy of Detroit as eighth vice-president of the IATSE.

EIDOPHOR, the 20th-Fox theatre television system that seemed almost forgotten after a flood of publicity more than a year ago, is due for a return to the news. Commercial prototypes of the Eidophor lens have arrived from Switzerland and are being tested in the USA. The theatre TV interest in boxing may be a factor in spurring the arrival of the lenses. An estimated 200,000 persons paid a total of \$600,000 to see the Charles-Marciano fight on TV in theatres. It played 61 houses in 45 cities for prices beginning at \$2.75.

STUART GRIFFITHS has been appointed special programs development officer for TV by Charles Jennings, CBC director of programs. Robert Allen has been named by Ira Dilworth, Ontario CBC chief, to succeed Griffiths as CBLT program director. It was also announced that Geoffrey Waddington, CBC music director, will head the audition program aimed at increasing the Canadian talent content of CBC TV and radio and 20 cities will be visited by July 20.

REPUBLIC staffers due to work on Timberjack inspected the locale, Vancouver Island, and liked it. They were Joseph Kane, director; Jack Marta, head photographer; John Bourke, location manager; and Kenneth Holms, unit manager. About 150 will be in the crew that will arrive at Cowichan Lake in August, among them the picture's star, Broderick Crawford. Selection of Vancouver Island came about when Doug Yates visited there some years ago and was struck with the beauty of the scenery.

TV PRODUCERS from Europe, Asia and the USA are taking part in a London three-week study course on programming organized by Unesco in conjunction with the CBC.

HARRY WILSON of the Capitol is in the lead for the \$100 first prize of the 13-week campaign for Bill Trudell's seven-theatre Famous Players' C District, Western Ontario. Judging of the contest, which ends on July 31, will be based on gratis promotion activity and points will be awarded by Jim Nairn, Tiff Cook and Bud Barker. Second prize is \$50, third prize \$25 and the best scrapbook each month earns \$15.

HON. W. E. HARRIS, Minister of Citizenship and Immigration, who has cabinet responsibility for the National Film Board, will succeed the Hon. Douglas Abbott as Minister of Finance. Abbott has been appointed to the Supreme Court of Canada. It is unlikely that there will be a transfer of the NFB to the portfolio of another minister, although that was what happened when the Hon. R. H. Winters switched cabinet posts.

EQUITABLE tariffs to control the importation of film and canned music was suggested at the convention in Montreal of the Canadian Council of Authors and Artists, which speaks for 2,000 TV, radio and film workers.

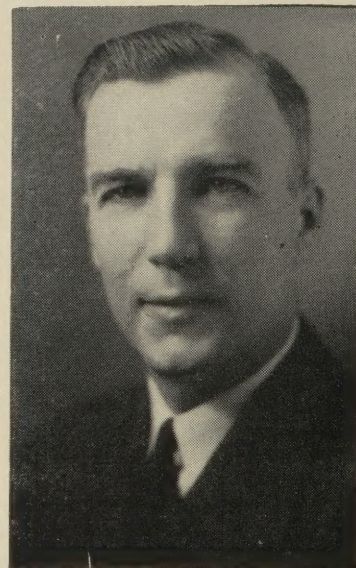
GLEN W. PEACOCK, Calgary exhibitor, was elected a governor of Rotary International at the 45th annual convention, held in Seattle. He was Calgary president in 1950-51.

MRS. J. R. NAIRN, wife of Famous Players' public relations chief, was honored with an appointment to life membership in the Canadian Women's Press Club at a dinner given by the Province of Ontario for delegates attending its golden jubilee in Toronto. Mrs. Nairn, president of the Toronto Women's Press Club, expressed the welcome of the Toronto branch at the dinner, which took place in Hart House, University of Toronto. The last honorary membership bestowed by the CWPC was to Lady Tweedsmuir over a decade ago.

FIRST DRIVE-IN in South America was recently opened near Lima, Peru. It has accommodation for 850 cars and seats for 150 walk-ins. The screen is 50 feet high and 67 feet wide and rests on a stage to be used for Sunday concerts.

CPR FILMS in 16 mm. available to libraries are Riding High, which covers the annual ride of the Trail Riders of the Canadian Rockies, and Canada's East Coast Playground, a film report on Maritime vacation communities and the Wedgeport tuna tournament.

COLUMBIA'S The Wild One was severely criticized by some trustees of the Toronto Board of Education but others said that they did not want to intrude on the function of the censor or condemn the film without seeing it.



FRED E. PETERS

Vice-president and general manager of Dominion Sound Equipments Limited, who was elected president of the Quebec district of the Canadian Picture Pioneers at the recent annual meeting in Montreal.

20th-Fox' 'Untamed'

Tyrone Power has been named by Twentieth Century-Fox to star with Susan Hayward in the forthcoming CinemaScope drama, Untamed, South African story dealing with the Boers' legendary trek from Johannesburg.

PQ PIC PIONEERS

(Continued from Page 1)

Sixty members attended the meeting and these and guests swelled the number at the dinner to 125.

Speaker at the dinner was Councillor Frank Hanley, MLA, who was introduced by L. Ernest Ouimet, honorary president, and thanked by Charles Bourassa. Several of the 28 new members were inducted. The award was made to Richards and Makarios, both United Amusements' managers, for their work on the welfare committee. A cocktail party preceded the dinner and a floor show arranged by Phil Maurice followed it.

Also elected at the meeting were Georges Champagne, first vice-president; Romeo Vendette, second vice-president; Arthur Larente, secretary; W. H. Manard, treasurer; and E. Schrider assistant treasurer. Named as trustees were George Ganetakos, Arthur Hirsch, Ben Norrish and J. A. DeSeve. Out-of-town directors selected were Harold Vance, Quebec City; U. S. Allaire, Victoriaville; and Guy Bachand, Sherbrooke.

Committee heads are Oscar A. Richards, welfare; John Levitt, membership; William Trow, fund raising; Alan Spencer, publicity; L. K. Jones, finance; and Phil Maurice, house committee.

20th Century-Fox
proudly invites

**The Exhibitors of The World
to Witness**

A Demonstration of

**THE ADVANCING
TECHNIQUES**

of

CINEMASCOPE



please turn...

Be sure THE ADVANCING TECHN



Demonstrations of **THE ADVANCING TECHNIQUES OF CINEMASCOPE** will be held in the principal cities of the world, so that the industry may see the result of our company's determination, as the pioneer of CinemaScope, to constantly improve this great medium so that it shall remain the undisputed leader in motion picture entertainment.

You will see, for the first time, the thrilling new range and flexibility and depth of field made possible by the newly-perfected designs of CinemaScope camera lenses.

You will see and hear a special subject devoted to "The Miracle of Stereophonic Sound," a graphic illustration of the operation of the 4-track, high-fidelity magnetic stereophonic sound system, providing a side-by-side comparison against ordinary 1-track optical sound.

You will see scenes from a number of forthcoming 20th Century-Fox CinemaScope productions which have been filmed with the new lenses, making evident the tremendous improvement achieved in the presentation of this great medium.

For the demonstration

to see TECHNIQUES OF CINEMASCOPE

We are believers in theatre entertainment. We are convinced that neither television nor any other entertainment medium can equal motion pictures in theatres for diversity of theme, dramatic range and exciting production values, for viewing comfort and pure enjoyment.

We are dedicated to the single goal of bringing more and more people back into the theatres. To this end, we will forever continue to devote every resource at our command to create new and higher standards of motion picture production than our industry has ever known.

Be sure to see **THE ADVANCING TECHNIQUES OF CINEMASCOPE**. You need no other invitation than your own desire to give your patrons the finest entertainment in the history of our industry and your boxoffice its most prosperous era.

A handwritten signature in dark ink, appearing to read "Darryl F. Zanuck", with a stylized flourish at the end.

President, 20th Century-Fox

in your exchange center, see next page...

see

**THE ADVANCING TECHNIQUES
OF
CINEMASCOPE**

*in your
20th Century-Fox Exchange Center*

CITY	THEATRE	DATE
TORONTO	UNIVERSITY	JULY 13, 10 A.M.
MONTREAL	PALACE	JULY 15, 10 A.M.
SAINT JOHN	PARAMOUNT	JULY 20, 10 A.M.
WINNIPEG	CAPITOL	JULY 23, 10 A.M.
CALGARY	CAPITOL	JULY 27, 10 A.M.
VANCOUVER	CAPITOL	JULY 29, 10 A.M.

be sure to attend!



Typodermics



Observanda

CANADA HAS NO CORNER on postal quirks. A letter addressed to the "Victory Theatre, Toronto," arrived there and Lionel Axler was puzzled by the Australian postmark. It contained U-I contracts for *The Queen in Australia* intended for the Victory Theatre, Toronto—but in nearby New South Wales! Mailed May 9, it arrived here June 21. I never knew there was a Toronto in New South Wales. Bet there's a story there . . . Al Easson of the Oakwood, Texas-bound by car, passed this sign: "Drive Like Hell and You'll Get There" . . . Tri-Bell Club honored its founder, Dave (Pud) Fineberg, the club auditorium being filled with well-wishers from sports and theatre. Emcee was Mickey Fineberg, former theatre manager, who called on — among others — Ted Reeve, Joe Perlove, Harry Sniderman, Joe Gould, Frank Strean, and yours truly. At one point Mickey read an eloquent and praiseful introduction of the next speaker, Joe Perlove, then began blushing. He had skipped a page and read the introduction he intended for the fellow who was to follow Joe and make the presentation to Pud! Said fellow was me. Nonetheless Perly cherished the misdirected praise, since his usual portion, as a newspaperman, is the pan. So Mickey put me in my place and made Joe happy in one swell foop . . . Not content with digging for gold in NB and hoping for it at his theatre boxoffice, Archie Mason of Springhill, NS is after the scuttled \$3,000,000 treasure of pirate Billy Bowlegs in the Gulf of Mexico. What some people won't do when business is lousy!



A BAD PENNING always turns up. IFD's Larry Stephens says it's 18 weeks for *Hobson's Choice* at the International Cinema, not 14 . . . Arthur Gottlieb, a very sick man for a while in the Ajax hospital, is coming along nicely . . . Billikens at the Lionel Axlers now number three, the newest arrival being a girl. What's a billiken? Webster's: "symbol of good cheer" . . . While looking up "Billiken" in Webster's I learned that a billibong is often confused with an anabranth. So go know . . . Douglas Dumbrille, frequently a screenie meanie of distinction and a veteran actor of first rank, was born in Hamilton. His first film role was in 1933 . . . If you see a lady with two black eyes, don't jump at confusions. Heavy eye-makeup is a femme fad now . . . Fading fancies: Wrapping a hot stove lid in a towel to put on the tummy for a green-apple ache . . . Gordon Sparling, shooting in Europe for ASN, got a great welcome at the new Variety club in Hambourg, Germany . . . Overheard: "He's a 60-cycle guy in a 25-cycle town" . . . Sam Korman of Englehart will build Canada's first fall-in theatre. He told me at the Famous picnic that he has a site for an open air theatre at the foot of a mountain . . . With all the theatrical activity thriving here we could paraphrase Kipling and call Canada "Our Lady of the Shows."

FELLOW CAME INTO our office to buy a Year Book—not the latest but the 1952-3 edition. Ben Halter asked him if it was for the History section, since the rest of the info was outdated. No, he explained, it was just that he had borrowed this copy from a friend, who had warned him to take good care of it—and he had accidentally dropped it into his bath! . . . Maybe Walter Wanger will change the title of *Riot in Cell Block 11* to *The Can Mutiny?* . . . Whittaker, Barris and Johnson scoffed at me when I told them about a film bit some years ago and accused me of inventing it. I told them I remembered a feature with a Tokyo locale. In Tokyo there is a type of bungalow called a Shingutu and in this picture Cary Grant had acquired one to surprise his bride. As they approached it he lifted her toward the threshold and she asked why. "I am," he answered, "going to show you a Shingutu" . . . Dave Otis, who runs the drug store near this office, was asked if he could recommend something for a skin irritation. "No," he said. "I don't make rash statements" . . . Ever hear of dubbing French for French? That may have to be done for *Tit-Coq*, for there's a law in France which requires imported films to be dubbed in French . . . Here's something. A newspaper ad has TV as its subject and says: "TV is the result of years of study, research, experimentation, and development . . . helped, in many cases, by financial

assistance from the Imperial Bank of Canada." Who knows but that one of these days a bank will lend money for feature-film making in Canada? . . . Congrats to the NFB's Joel Samuels and Dorothy Collins, now Mr. & Mrs.

FAMOUS PLAYERS PICNIC at St. Andrew's was full of fun and sun, the moistness being confined to the folks. The Famous photographer, Len Bishop, had a negative approach to it all and was quite a click as a clicker. He was also his usual self as emcee of the home-grown floor show, the star of which was that robust baritone, Roberts of Real Estate. The boys and girls chased the prizes in the afternoon and each other at the dance and—if I may corn a phrase — a good time was had by all. Al Troyer, Ferg Martin, Ken Wells, Jack Hyland and the others who helped set up and run the picnic have some merit marks coming. Reflection of the times was the target in the archery contest. The board was "Movie Headaches" and the balloons were Sports, Radio, TV and Bad Weather . . . About 20 years ago Mrs. Ginsler, wife of Harry of Astral Films, bought three paintings for \$25 each at an auction. She kept one and sent two to friends in Florida as gifts. Recently Harry took hers to be cleaned and the man who did the job pointed out this now-legible signature line: "C. Kriehoff after Tenniers." Barbeau's monograph on Cornelius Kriehoff, whose Canadian paintings are treasured, lists ten copies of the work of other artists, all Europeans, but not Mrs. Ginsler's. Harry is trying to find its worth and Mrs. Ginsler is checking the gift paintings. Kriehoff, born in Germany, came to Toronto and Montreal after serving with the US army in the Seminole Indian war in Florida. His drawings of it caused the US War Department to commission replicas.

HERE'S A GOOD ONE from *The Wall Street Journal*: A woman missionary in China was taking tea with a mandarin's eight wives. The Chinese ladies examined her clothing, her hair, and her teeth, but her feet especially amazed them.

"Why," said one, "you can run and walk as well as a man."

"To be sure," said the lady.

"Can you ride a horse and swim, too?"

"Yes," was the reply.

"Then you must be as able as a man."

"I am."

"And you wouldn't let a man beat you even if he were your husband?"

"Indeed, I wouldn't," said the missionary. The eight wives looked at one another, nodding their heads. Then the oldest one said softly: "Now I understand why those foreign men never have more than one wife. They are afraid."

THE SIGN READ: "Please Ring Bell for the Janitor." The stew studied it foggily, then made up his mind and rang it vigorously. A man answered, admitted he was the caretaker and asked what the bellringer wanted.

"I saw the sign so I did what it asked," explained the stew. "Now tell me: why can't you ring the bell for yourself?"

A LOCAL LAD was going to New York on a holiday. His friend said that he was a pal of the president of a great radio and TV network and that he would give this fellow a letter of introduction to him. Which he did. The lad presented the letter of introduction, a warm and familiar one, but was informed that the president was in Europe. His secretary referred it to a vice-president. The latter arranged a wonderful week of hospitality, all paid for by the network. The lad came home, bubbling with enjoyment and full of gratitude.

The man who wrote the letter of introduction is going around shaking his head. He's a practical joker. He knew the name of the president of the network, although he had never met him. The letter, his idea of a joke, was addressed correctly.

The joke didn't backfire. It's a kind of a joke within a joke or a joke that became dejected. His friend is so grateful that the joker hasn't the nerve to tell him the truth.

DIAL THE BOXOFFICES FROM AND THEY'LL TELL YOU IT'S

BUSY!!BUSY!!BUSY LIN

ALFRED HITCHCOCK'S

"dial

M



**Gorgeous
GRACE
KELLY**
is a
sensation!

Cover and 6 pages in LOOK on stands now calls her "most wanted woman in Hollywood"! Also LIFE cover and 6 pages, NEWSWEEK cover and 3 pages, 3, 4, 5 page stories on 'DIAL M' in COLLIER'S, TIME, ESQUIRE, etc. and constant newspaper and fan magazine publicity!

PRESENTED BY **WARNER BROS.** IN **WARNER**
RAY MILLAND • GRACE KELLY • R

HALIFAX TO VANCOUVER **'DIAL M' FOR MONEY!**

ES EVERYWHERE FOR

for Murder"



COLOR STARRING

OBERT CUMMINGS

WITH

JOHN WILLIAMS • ANTHONY DAWSON • FREDERICK KNOTT who wrote the International Stage Success

MUSIC COMPOSED AND CONDUCTED BY DIMITRI TIOMKIN • DIRECTED BY **ALFRED HITCHCOCK**

Jack Lemmon Signs For 'Mister Roberts'

Jack Lemmon has been signed by Warners for the role of the ensign in the forthcoming CinemaScope and WarnerColor production *Mister Roberts*. Lemmon has been borrowed from Columbia for the big role in the film presentation of the all-time Broadway hit. He joins Henry Fonda, starring in the title role, and James Cagney, starring as the Captain.

John Ford directs the contemporary classic based on the play by Thomas Heggen and Joshua Logan.

Windsor, WB To Film 'The Animal World'

The biggest and most important animal picture ever produced will be the result of a recent production and distribution deal between Warner Bros. and Irwin Allen's Windsor Productions. To be filmed in all parts of the earth, the epic picture, titled *The Animal World*, will trace the development of animal life from the time of creation to the world of today. It is scheduled for wide-screen filming in WarnerColor. Allen is preparing the screenplay.

NFB



This month
EYE WITNESS

reports on

Last Voyage Of The Minto

HISTORIC BC STERN-WHEELER

&

HOW MINK COATS
ARE MADE

(Ask for Eye Witness 63)

BOOK THIS ALL-CANADIAN
NATIONAL FILM BOARD
SERIES

EVERY MONTH THROUGH
COLUMBIA PICTURES

KNOCK ON WOOD

with Danny Kaye, Mai Zetterling.

Paramount

(Technicolor)

103 Mins.

SUREFIRE MONEYMAKER. ONE OF THE BEST IN THE KAYE COLLECTION. PACKS PLENTY SOLID ENTERTAINMENT ALL THE WAY. HAS HIGH COMIC INVENTION.

There's a high and thoroughly satisfying hilarity content in *Knock on Wood* and, easily, it is going to prove one of the best on the comic's list to date. Written, directed and produced by Norman Panama and Melvin Frank this session of excitement and laughter has brilliantly concocted moments of mirth, smartly invented and contrived situations that register notably. They'll bring down the house not once, but frequently. One might even go so far out on the limb as to say that never has Danny been so funny as he is here, making his hectic and laughable way through the Panama-Frank script. Everyone concerned in the fabrication of *Knock on Wood* evidently applied themselves with relish. The end product bears this out.

Lengthy, but lotsa fun, the production is finely tooled and packs solid diversion all the way. The pace is snappy. Kaye's clowning sessions were neatly inserted and there are bits of business that he handles with sheer genius to produce explosive reaction. Particularly to be noted are the sections wherein he tangles with a fancy, gadget-heavy sports car; under a desk at which are seated two conspirators; and his final and rousing involvement with a ballet performance in London.

Dialogue supplied by the Frank and Panama combination is smart, keeps the narrative on the road and delivers it with stimulating acceleration. The gags fly fast, the situations bounce and everybody will be happy. Put *Knock on Wood* on your list as a solid money-maker.

Plot kids around with psychoanalysis and the like. Kaye is a ventriloquist with a subconscious factor in his makeup, stemming from childhood, that busts up his frequent romances. This takes the form of nasty remarks about his girl friends that pop out of his dummy's mouth. Then there is a spy gimmick, an international skullduggery deal that concerns stolen plans for a secret weapon. After they have been swiped the culprits hide the two drawings in Kaye's mannequins and he leaves Paris for Zurich, on the advice of his manager, to take head treatment. En route he meets Mai Zetterling, a doctor, and later he becomes her patient. They go to London. The spies are on their trail. Finally Kaye becomes aware of the precarious situation he is in and even learns that his supposed pal, Torin Thatcher, is the ringleader.

Blending romantic elements before the chase rolls into high gear, the narrative visits around London and the English countryside. Following a couple of comic killings in a hotel room Kaye gets the wind up and becomes the object of a police chase that leads to the aforementioned ballet. However, Thatcher is unmasked and the day is saved for Danny who forthwith conquers his complex and makes romance with Mai. Daniel Fapp's lensing is first rate.

CAST: Danny Kaye, Mai Zetterling, Torin Thatcher, David Burns, Leon Askin, Abner Biberman, Gavin Gordon, Otto Waldis, Steven Geray, Diana Adams, Patricia Denis, Virginia Huston, Paul England.

CREDITS: Written, produced and directed by Norman Panama, Melvin Frank; Photography, Daniel Fapp; Art, Hal Pereira, Henry Bumstead; Editor, Alma Macrorie; Sets, Sam Comer, Raye Moyer; Sound, Harry Mills, John Cope; Dances, Michael Kidd; Songs, Sylvia Fine.

DIRECTION: Slick.

PHOTOGRAPHY: Fine.

MPTAO RE AD EXAGGERATION

"Continual exaggerated advertising is poor business and will eventually backfire," says the recent issue of the *Bulletin of the Motion Picture Theatres Association of Ontario*. It continues: "Ours would be a sad business if an exhibitor didn't enthusiastically advertise a picture his theatre is showing. However, enthusiasm can often be mistaken for exaggeration and an advertisement without such superlatives as spectacular, colossal, extravaganza, or mighty, mammoth, magnificent, etc., will build and hold the confidence of your public. Honesty in advertising pays dividends but to continually advertise pictures as 'the greatest ever' is only boring to the public. When the greatest picture does come along and you may be right in saying so, no one will believe you, so be moderate and conservative in your statements."

SILVER HORDE

with John Payne, Lizabeth Scott, Dan Duryea, Dolores Moran.

RKO

(Technicolor)

80 Mins.

INTERESTINGLY HANDLED, UNUSUAL WESTERN YARN, HAS SOLID, SUBSTANTIAL PERFORMANCES, GENERAL GOOD HANDLING. STANDS TO FILL THE BILL.

There's an interesting, unusual twist to this Benedict Bogeaus Western. Not lacking in action and gunplay it moves along a dramatic course that compels the attention. Effectively directed by the veteran Allan Dwan, *Silver Lode* comes off in entertaining fashion and ably fills the bill.

Lending considerably to its general effect, the cast moves about the narrative with solid, substantial performances. These contributions are a few notches above the regulation for the course. Subsidiary parts are well handled by Harry Carey, Jr., Emile Meyer, Robert Warwick, John Hudson. Also lending to the pleasing aspect of the yarn by Karen de Wolfe is a good brand of Technicolor photography, the work of John Alton.

A past killing catches up with John Payne on his wedding day. About to take Lizabeth Scott for his bride in the town of Silver Lode, John is confronted by Dan Duryea and cohorts.

Seems Payne is accused of murder — Dan's brother — whom he is supposed to have shot in the back. Duryea is an imposter, not being a lawman, and he wants to take Payne into custody.

Moving smoothly and with much cleverly composed and delineated incident, the script develops somberly. It is Independence Day in the town and Payne has a difficult time getting the facts that will clear him. But with Miss Scott on his side and with plenty of resourcefulness, Payne exposes Duryea and brings on his demise.

CAST: John Payne, Lizabeth Scott, Dan Duryea, Dolores Moran, Emile Meyer, Robert Warwick, John Hudson, Harry Carey, Jr.

CREDITS: Producer, Benedict Bogeaus; Director, Allan Dwan; Photography, John Alton; Story and screenplay, Karen de Wolfe.

DIRECTION: Effective.

PHOTOGRAPHY: Good.

DeMille Signs Price

Tall, dark Vincent Price recently was signed for the important role of "Baka," the Master Builder, in Cecil B. DeMille's VistaVision-Technicolor filming of *The Ten Commandments* at Paramount. Shooting on the film is scheduled to get under way late this summer.

MR. EXHIBITOR!

Why Experiment?

GOOD ANAMORPHIC LENSES ARE ESSENTIAL
FOR THE SUCCESS OF **CINEMASCOPE**
IN YOUR THEATRE

•

Use The World's Finest Lenses—
Precision Built By Master Craftsmen
BAUSCH & LOMB

Guarantee The Finest Projection

•

Order Now

FOR IMMEDIATE DELIVERY

From

GENERAL THEATRE SUPPLY COMPANY
LIMITED

(EXCLUSIVE CANADIAN DISTRIBUTORS)

861 BAY STREET Toronto, Ont.

SAINT JOHN N.B.

MONTREAL P.Q.

WINNIPEG MAN.

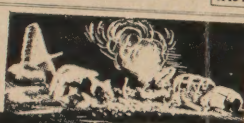
VANCOUVER B.C.

from **I.F.D.**

TORONTO
MONTREAL
WINNIPEG
CALGARY
VANCOUVER
SAINT JOHN

Daily World

**AIR
DISASTER**
EDITORS WIFE IS



FLAMES
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